Navy Recruiting Command

Seeking the "Best and Brightest"

Revised 31 March, 2015

The Navy Recruiting Organization
50 States, Europe, and Asia

Two Regions, 26 Districts, 1,459 Stations, 65 MEPS, NORU, and Reserve Unit.
Recruiting stations also in Guam, Japan, Puerto Rico, and Italy.

Average Recruiter Breakdown

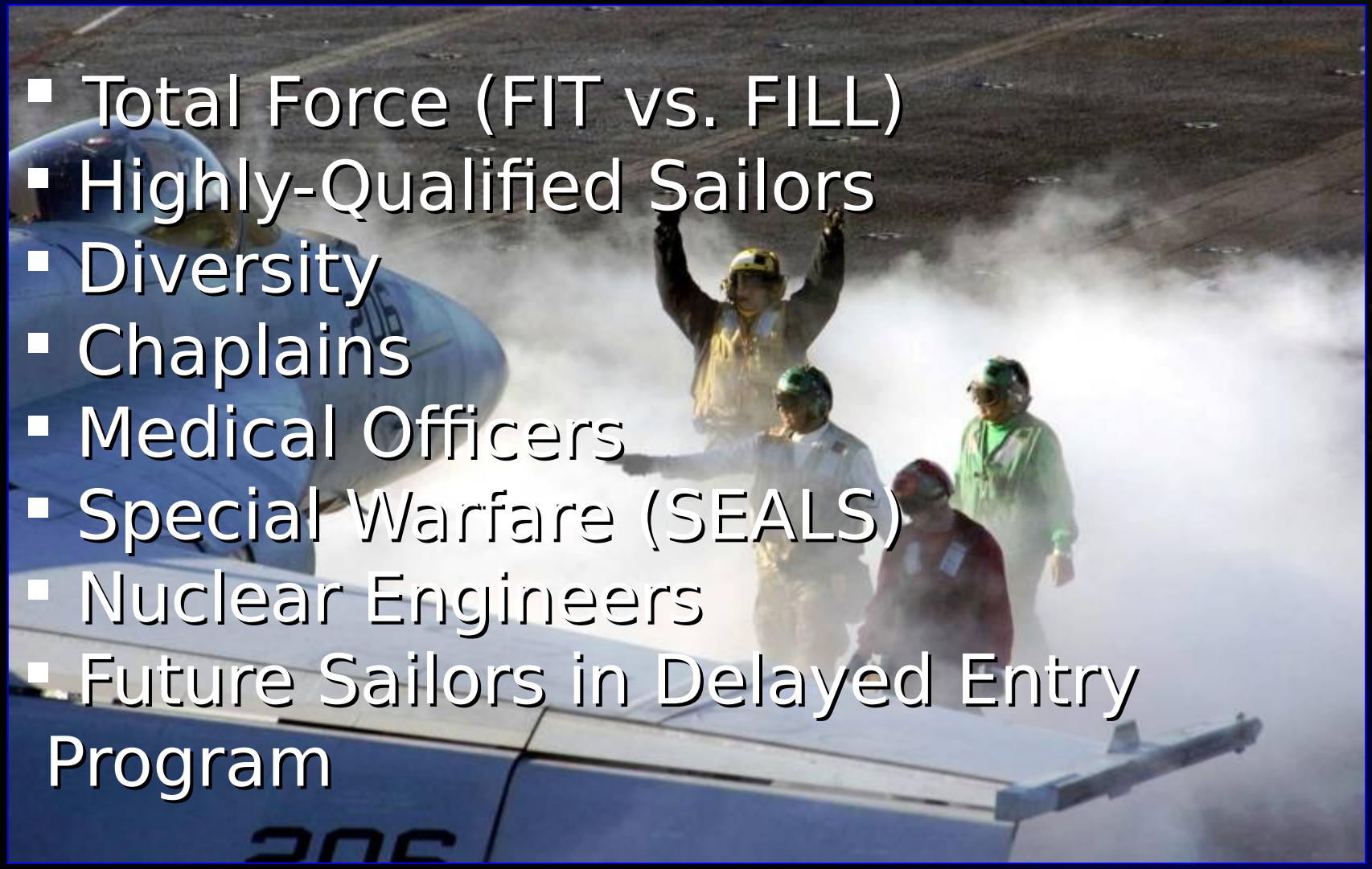
Enlisted recruiters (as of March 2015)

- 2,979 active enlisted recruiters
- 546 reserve enlisted recruiters

Officer recruiters (as of March 2015)

- 180 active officer recruiters
- 152 reserve officer recruiters
- 170 Active/Reserve enlisted officer recruiters

Our Objectives



- Total Force (FIT vs. FILL)
- Highly-Qualified Sailors
- Diversity
- Chaplains
- Medical Officers
- Special Warfare (SEALS)
- Nuclear Engineers
- Future Sailors in Delayed Entry Program

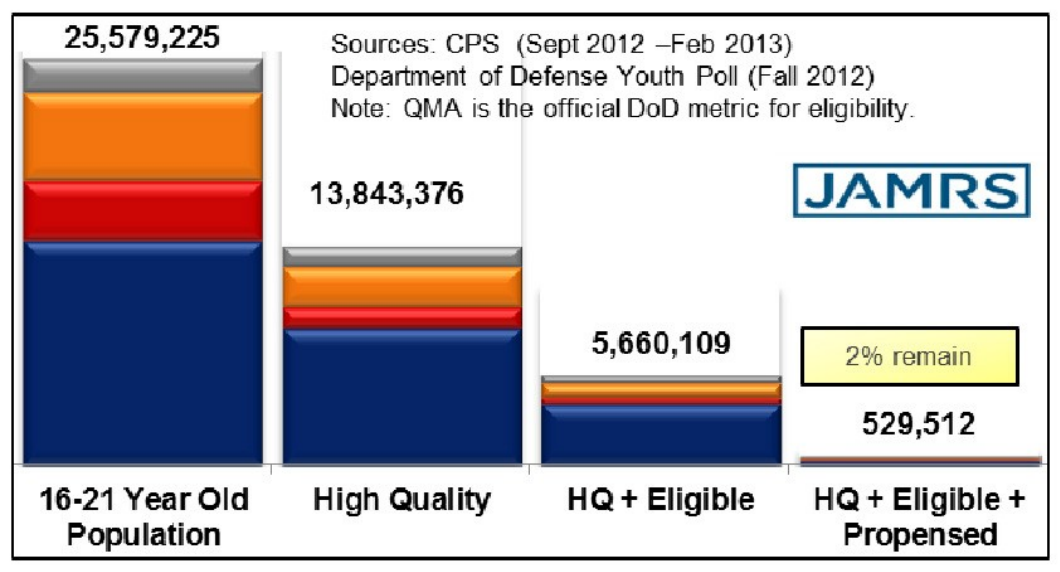
Looking Forward…

- We just achieved our 94th month of meeting mission in February!
- For FY 2015: goal is 34,990 Active Component (AC) mission enlisted and 2,120 officers
- Reserve Component (RC) mission accession number is set at 5,343 enlisted and 1,345 officer

Navy Enlistment Policy

- 95% High School Diploma Graduates
- 70% Above average score on the
  Armed Forces Qualification Test (AFQT)
- Must pass Navy physical fitness and body fat standards
- Must not have significant or offensive
  tattoos and no tattoos above the shirt collar
- Must have no significant legal issues
- Must meet additional standards for specific job (rating)

Non-Prior Service Recruiting Market



25.5M - 16 – 21 y/o target market

5.6M - qualified for military service

529,512 - propensed and qualified

Source: JAMRS youth poll

It is not enough to just recruit those propensed … Navy Recruiters must interest the non-propensed.

Source: Lewin Group Study for disqualifying factors.

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Recruiting Remains Challenging

Findings indicate major recruiting challenges:

- Decrease in qualified potential recruits
- Decreased personal propensity and self-efficacy
- Fluctuating national unemployment rate
- Decrease in influencers

Influencer's Role

Navy Recruiting success is due to the support we receive from citizens who influence young Americans including:

- Parents and siblings
- Educators, veterans, and youth workers
- Friends of the Navy (FON) organizations such as:
  - The Navy League
  - Fleet Reserve Association
  - Navy Club of the USA

Centers of Influence (COIs) are vital to the future of our Navy

Education, war, and a shrinking veterans pool are some of the major concerns of today's influencers

What can you, as an influencer, do to help?

- Share your knowledge and experience with students, peers, and local organizations.
- Contact a local recruiter in your area and offer your assistance.
- Help recruit quality today and build for the future.

Ready for the Challenge

- Navy Recruiting Command stands ready to meet the challenges of the future
- Achieve Fit – Right person, right job, at the right time
- Communication is key
- Connect to the market through the Navy Brand and Social Media
- Use information technology to help our Future Sailors
- “Influencer” help = Recruiting success

Contact

1-800-USA-NAVY
(1-800-872-6289)
www.navy.com
www.facebook.com/NavyRecruiting

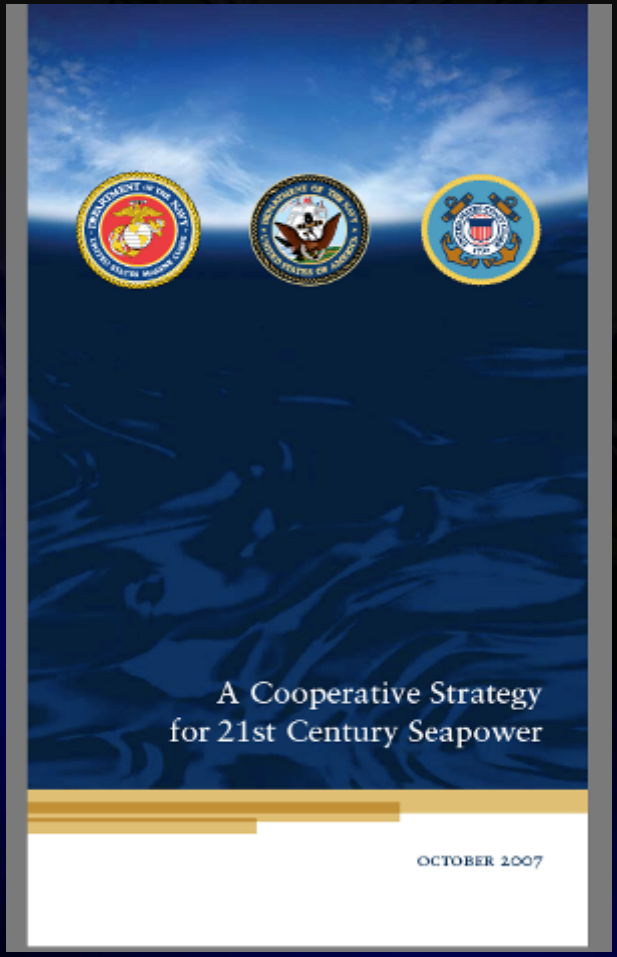
- End
- Backup Slides to follow

Navy Recruiting Acronyms

- AFQT - Armed Forces Qualification Test
- BOY DEP - Beginning of Year (fiscal year) DEP
- DEP - Delayed Entry Program
- FMAM - February-March-April-May – Tough Recruiting Months
- IRR - Inactive Ready Reserve
- JAMRS - Joint Advertising Market Research and Studies
- MEPS - Military Entrance Processing Station
- NAT - New Accession Training – Non-Prior Service Reservists (previous NPSB)
- NORS - Navy Officer Recruiting Station
- NOSC - Naval Operational Support Center
- NRD - Navy Recruiting District
- NRS - Navy Recruiting Station
- RPM – Rating Phasing Matrix (Compares ratings for monthly/yearly goal)
- PST - Physical Screening Test
  (Physical Fitness Test required for Special Operations Program)
- RTC - Recruit Training Command
- SPECWAR - Special Warfare
- WIN-R - Women In Nontraditional-Ratings

Articulate Navy's Mission

The mission of the Navy is to maintain, train, and equip combat-ready Naval forces capable of winning wars, deterring aggression and maintaining freedom of the seas.



Maritime Strategy Core Capabilities

- Forward Presence
- Deterrence
- Sea Control
- Power Projection
- Maritime Security
- Humanitarian Assistance & Disaster Response

Contact

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